

JOB DESCRIPTION

TEMPORARY CAMPAIGN LIAISON—Battle Creek Area

United Way of the Battle Creek and Kalamazoo Region's Campaign Liaison Program provides the opportunity to work with companies and organizations to coordinate and administer workplace giving and employee engagement campaigns. Campaign Liaisons work for a temporary period to assist United Way staff in connecting more people with United Way and achieving annual Community Campaign fundraising goals. Campaign Liaisons gain a working knowledge of the United Way of the Battle Creek and Kalamazoo Region, why it is critical to the region, and how it advances the common good.

Responsibilities

Primary responsibilities will be to build relationships and manage or support workplace giving campaigns within businesses and organizations throughout Greater Battle Creek and Kalamazoo County. This position will focus on organizations in the Battle Creek region. Responsibilities include:

Fundraising/Account Representative

- Develop a positive working relationship with businesses and assist with planning, organizing and conducting effective campaigns at workplaces. This assistance includes promoting best practices, strategy development, providing necessary campaign materials, presenting to employee groups and coordinating speakers.
- Educate employees around why United Way is a catalyst for change and critical to a strong regional community with a vision of all residents enjoying a good quality of life. Campaign Liaisons become key LIVE UNITED champions and deliver the GIVE. ADVOCATE or VOLUNTEER call-to-action broadly in the workplace.
- Provide compelling presentations at large and small group meetings to encourage participation in employee campaigns
- Assist UWCKR staff with major account management
- Update account progress in ANDAR, United Way's database
- Research prospects; develop and nurture new campaign accounts
- Send appropriate thank you letters and follow-up notes

Benefits

As a member of the Campaign Liaison Program, participants receive a number of benefits and rewards:

- Training in relationship based fundraising/sales skills, including public speaking, project planning, marketing and account management
- Direct exposure to a locally based, globally affiliated nonprofit and the opportunity to experience best nonprofit business practices
- Hands-on experience in managing a process from beginning to end
- Practical experience working as part of a team, developing engagement opportunities and conducting fundraising campaigns for corporate partners and their employees
- Presentation and speaking experience
- The opportunity to network with the United Way corporate and program partners and learn about how a coordinated focus delivers maximum community impact and makes a sustainable difference
- The satisfaction of being an integral part of an effort that directly improves the lives of thousands of local residents.

Qualifications

- Strong interpersonal skills and ability to work effectively with diverse groups of people
- Ability to work both independently and as part of an effective team
- Good organizational and communication skills
- High level of energy and enthusiasm
- Available 30 hours per week from Labor Day until mid-November

Campaign Liaisons will report administratively to the Campaign Liaison Program Manager, Alisha Siebers.

This position runs from September 8th to November 13th and pays \$14.00/hour.

To apply, please send a resume and cover letter to Alisha Siebers, Campaign Liaison Manager, asiebers@uwbckr.org

Applications received before July 29, 2015 will receive first consideration.